

FIG. 1

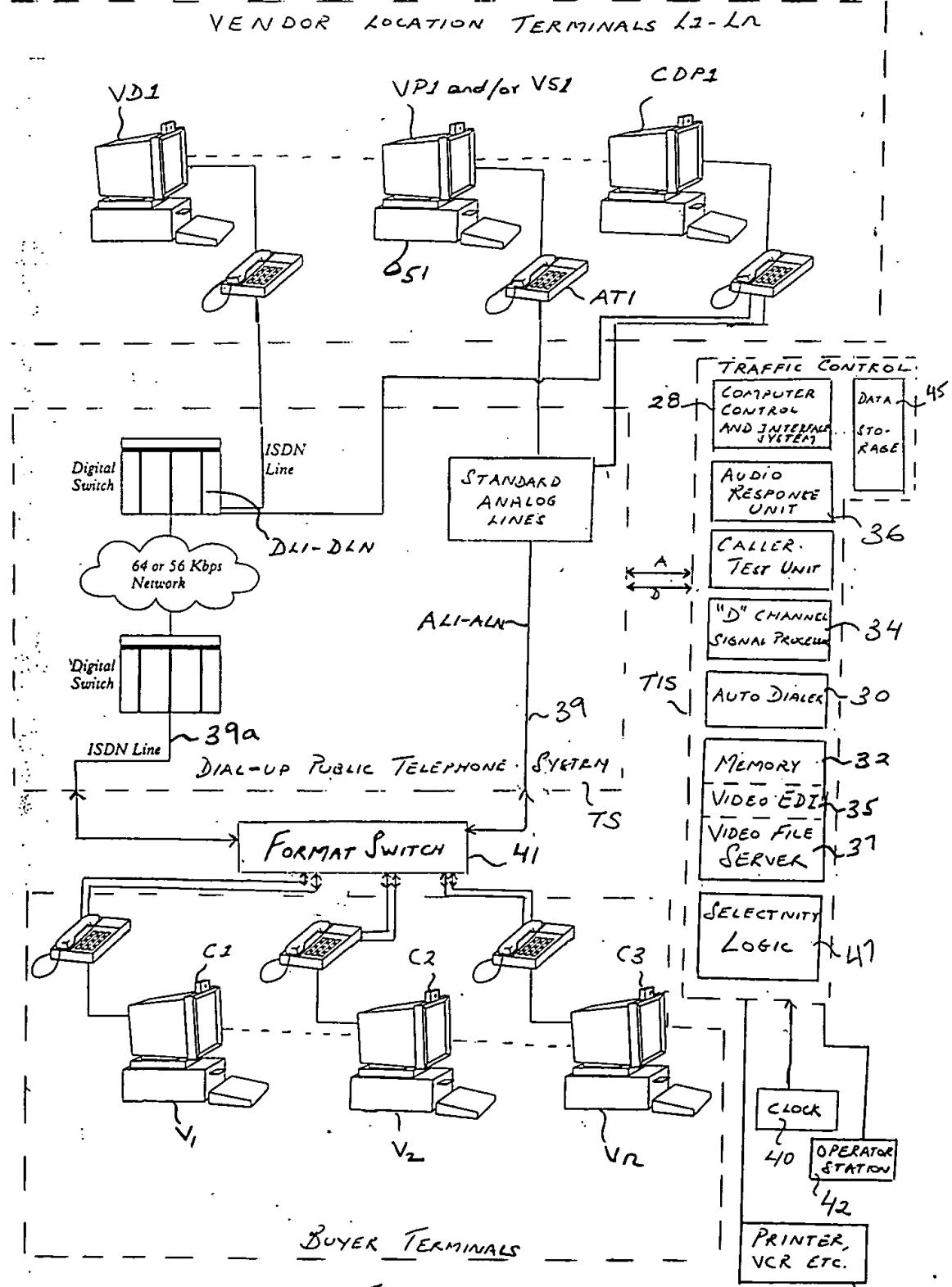
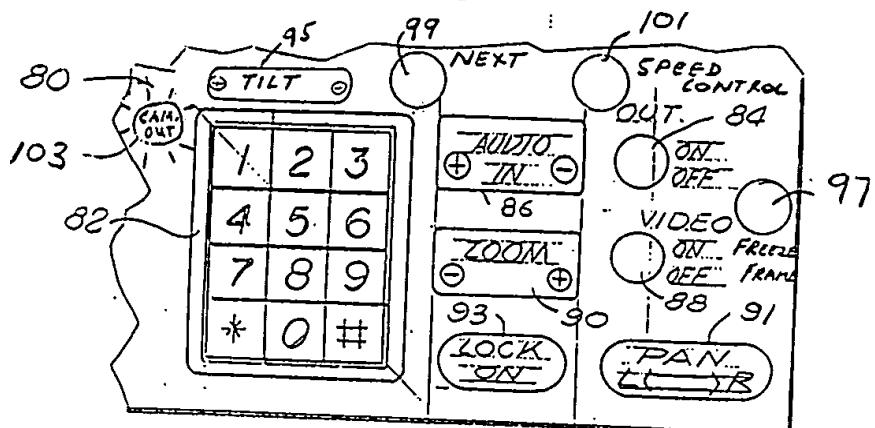


FIG. 2



3
80

FIG. 3

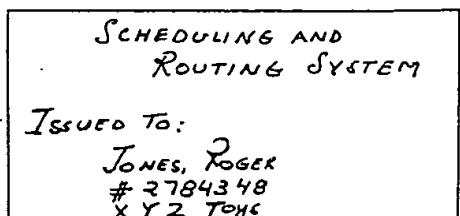


FIG. 4

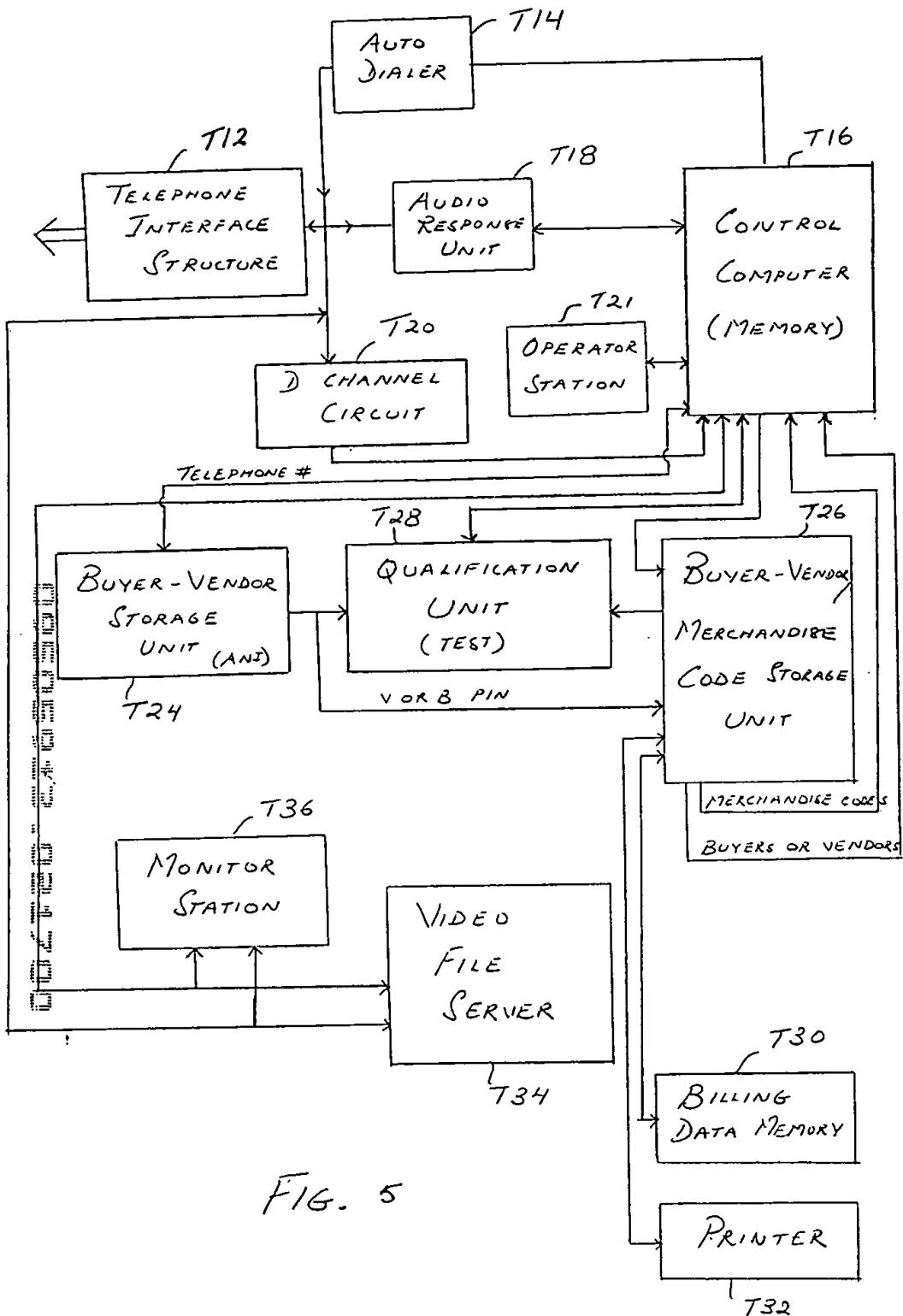


FIG. 5

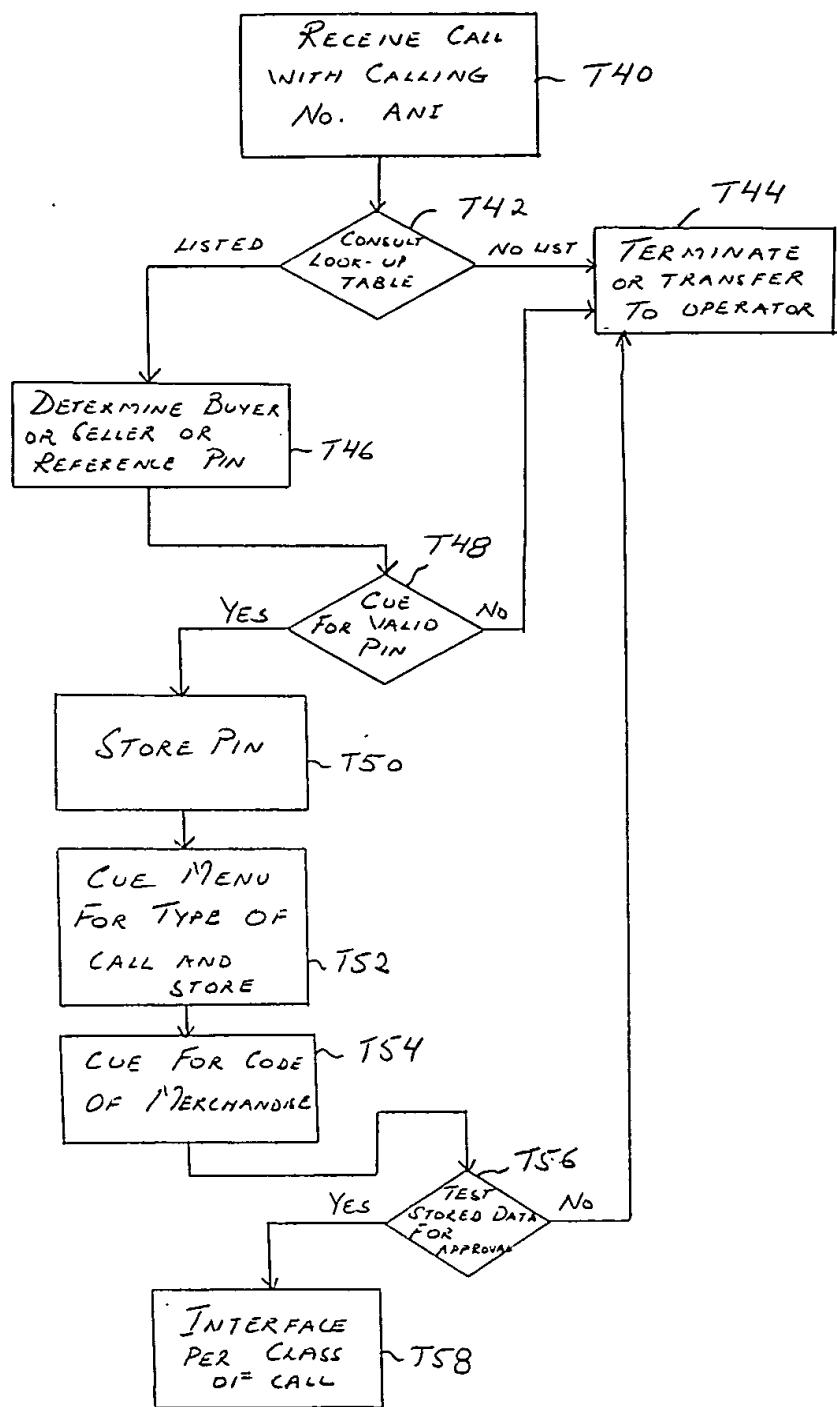


FIG. 6

VENDOR CELL

TELEPHONE No. + ADDRESS	PIN VENDOR No.	TELEPHONE No:	VIDEOFORMAT	RATING	PRIORITY
{					
	PERSONS	NAME	COMPANY NAME	OTHERS IN CONFERENCE	LAST PURCHASE DATA
{					
	CROWS REFERENCE No. TO OTHER BUYER LOCATIONS		BUYERS AVAILABLE		TIME LIMIT
{					
70	CALL BILLING DATA D1 DATE - TIME - FORMAT NO -		CALL BILLING DATA D2	USE	RATE
{					
	MERCHANDISE CODES				
{					

FIG. 7

BUYER CELL

FIFO TIME ADDRESS	BUYER No.	APPOINTMENT SCHEDULE —
{ — (DAY - MONTH - YEAR - TIME - PERIOD#) - (DMYTP) }		
{ — (DMYTP) - }		AVAILABILITY SCHEDULE
{ — MERCHANDISE CODES }		

FIG. 8

EXEMPLARY BUYER REQUEST FORM

Date 12-7-93 Time 8:45 am PST Buyer Co. Food 4 Less Specific Buyer Larry Ishii
Video Unit 714 668 5333 Your Reference # 5127 MERCHANDISE 472361
General Category Basic Health and Beauty Aids Specific Category Shampoo & Conditioner
SUBMIT PRESENTATION

Request Specifics
Conditioning Shampoo for the U.S. Market
Papaya based
12 oz. bottle
Under \$2.00 net cost
Must be available delivered to Fullerton, CA by 12-18-93, 8:00 am PST
Minimum 10,000 units
Date/Time offers required by 12-7-93, 3:00 pm (PST)

FIG. 9

EXEMPLARY NOTIFICATION RECEIPT

Your #5127 received, assigned Telebuyer #681296
Distributed to 736 vendors

FIG. 10